

## ORDER



**Orders**  
**Order / Rev:** 69666  
**Alt Order #:**  
**Product Desc:** RNC  
**Estimate:** 3548  
**Flight Dates:** 11/02/12 - 11/05/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** GENERAL

## WLYH CW15

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** National Media Research Planning  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Republican National Committee  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	33	\$16,665.00	\$14,165.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	33	\$16,665.00	\$14,165.25	0.00
<b>Totals</b>	<b>33</b>	<b>\$16,665.00</b>	<b>\$14,165.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WLYH CW15	5%	\$16,665.00
Market	100%	\$333,300.00

## Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$316,635.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLYH	11/02/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M--F--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
N 2	WLYH	11/02/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M--F--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
N 3	WLYH	11/02/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	M--F--	:30	5	\$400.00	P-1	0.00	NM	5	\$2,000.00
N 4	WLYH	11/02/12	11/05/12	Sa-Su 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	-----SS	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
N 5	WLYH	11/02/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
N 6	WLYH	11/02/12	11/05/12		CM	9p-10p	-----S	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00

WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun Reg 3 Sun 9p-10p											
N 7	WLYH	11/02/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
N 8	WLYH	11/02/12	11/05/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
N 9	WLYH	11/02/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
N 10	WLYH	11/02/12	11/05/12	Sa Prime Access Rotato Sa 7p-8p	CM	7p-8p	-----S-	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
N 11	WLYH	11/02/12	11/05/12	Big East Football Big East Football	CM	Various	-----S-	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
N 12	WLYH	11/02/12	11/05/12	M-F 12a-1a M-F 12a-1a	CM	12a-1a	M--F--	:30	1	\$55.00	P-1	0.00	NM	1	\$55.00
N 13	WLYH	11/02/12	11/05/12	Sa 1230a-130a Sa 1230a-130a	CM	1230a-130a	-----S-	:30	1	\$60.00	P-1	0.00	NM	1	\$60.00
Totals													33	\$16,665.00	